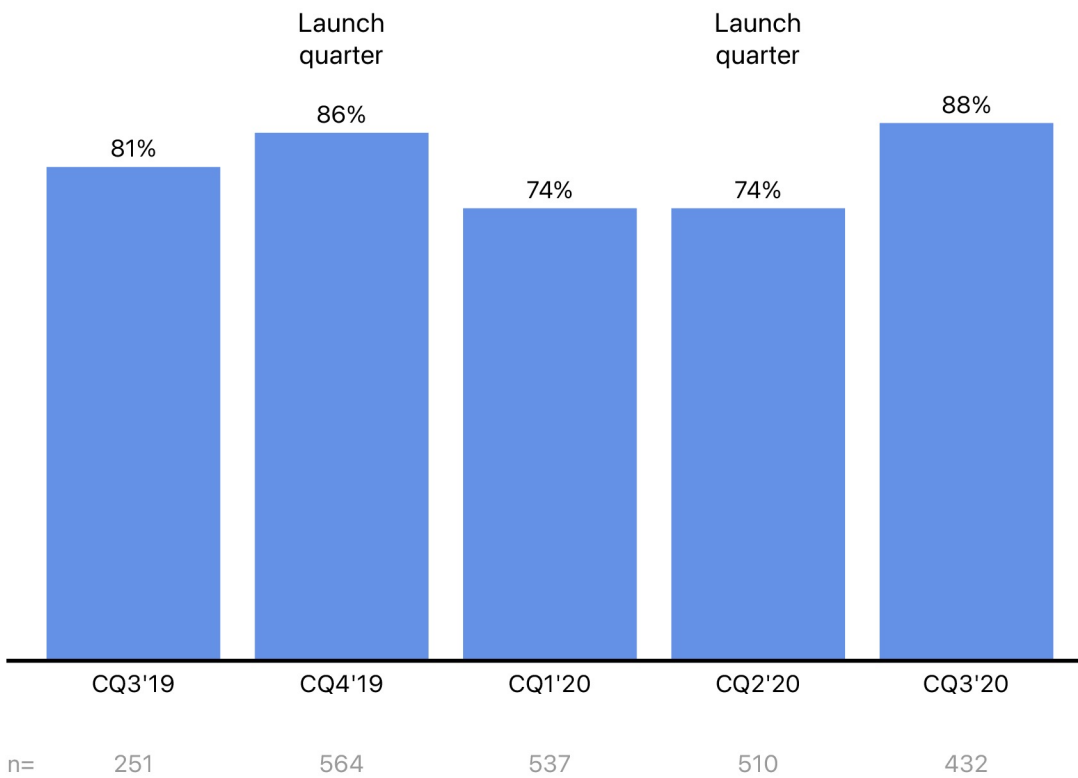


OS loyalty

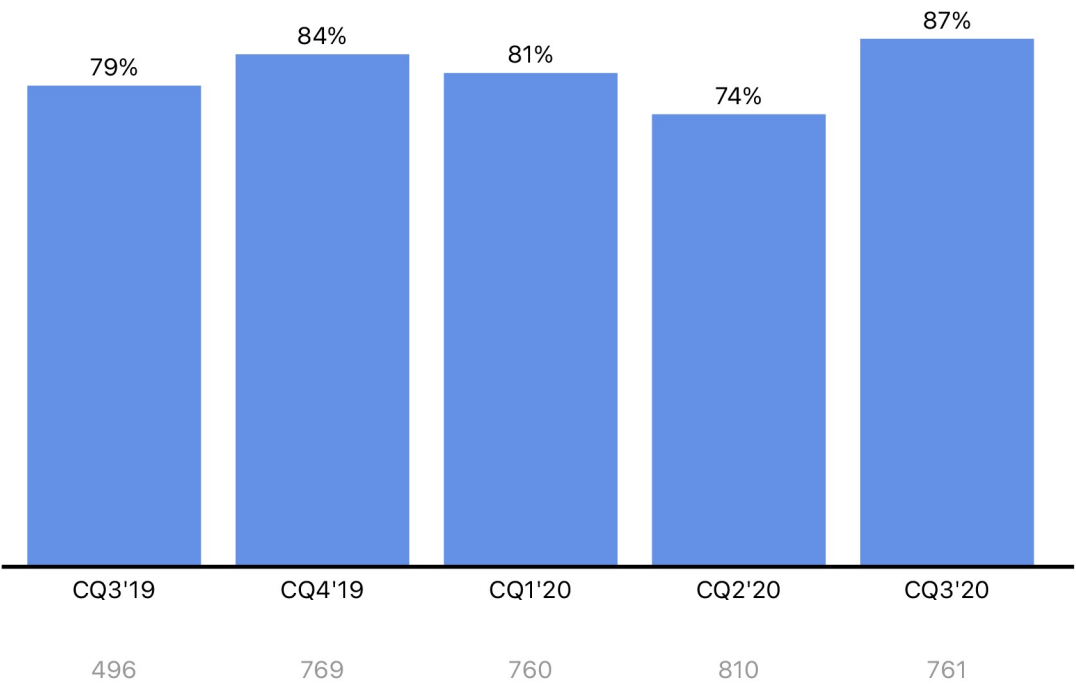
Among smartphone owners who changed to another smartphone each quarter

DEFENDANT	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. DX-3084A
	Date Entered
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

iOS loyalty



Android loyalty



*Beginning in CQ3'20, loyalty and customer movements are calculated with a boosted sample. Trends remain in line, and historical data has not been updated.
% of OS owners who remained loyal to the OS, when they changed their smartphone, during each quarter.
Question: Can you tell us the type of phone you own? What brand and model was your previous phone? (Select Brand and model) Back-end calculation of loyalty based on historical data of previous brand owned among longitudinal panelists, and declared previous brand owned among new panelists who joined within the quarter.
Source: Kantar ComTech USA, CQ3'20 Mobile Study